

# LOUISA NAA AMOA PEPPEO AMOO

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## PROFILE

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I am a bold and assertive individual, with exceptional leadership, organizational and analytical abilities. I can multitask, prioritize projects and solve problems, while adjusting to changing demands. I possess great communication, creative and collaborative skills, ready to take on dynamic and transformative projects that will put my skills to optimal use.

## CORE COMPETENCIES

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- Advanced data gathering and analytical skills as a Marketing Manager
- Developed human relation and communication skills through experience as Public Relations Officer
- Harnessed organizational and leadership abilities through work and volunteer experience
- Perfected storytelling and writing abilities through copy writing
- Improved analytical and reporting skills through crises management
- Enhanced computer skills throughout education and work experience - Proficient in Microsoft Word, Excel, PowerPoint and Typing, Adobe (Audition, Premier, Photoshop, Affect Effects), Canva

## WORK EXPERIENCE

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### **Digital Marketing Manager, Brand Specifics** 2023 – Present

- Design and execute strategic marketing plans tailored for small and medium-sized business owners, driving awareness and business growth
- Craft compelling content for websites, social media, email campaigns and blogs significantly enhancing client's online presence and engagement
- Produce engaging multimedia content, including videos and graphics, for websites and social media platforms effectively communicating with and capturing target audiences
- Monitor and analyze performance metrics across websites and social media channels, assessing the effectiveness of marketing initiatives and identify and provide actionable insights and recommendations to improve marketing efforts and boost ROI
- Manage and optimize social media platforms including Instagram, Facebook, LinkedIn and X for clients, fostering strong community engagement and expand reach

### **Executive Assistance, Munpesa Consult Limited** 2021 – 2022

- Managed the CEO's calendar, including making appointments and prioritizing the most sensitive matters
- Organized and prepared for meetings, including gathering documents and attending to logistics of meetings
- Provided administrative assistance, such as writing and editing e-mails, drafting memos, and preparing communications on the CEO's behalf
- Answered and responded to phone calls, communicated messages and information to the CEO
- Conducted thorough research and gathered information essential for informed decision-making

### **Intern, Research Assistant to Member of Parliament** April – July 2021

- Contributed to material development for the Member of Parliament including letters, reports, research papers, etc.
- Assisted in scheduling meetings, organizing research materials, and handling communication with collaborators and participants

**Administrative Support, Strategic Communications Africa (Stratcomm Africa) 2020 – 2021**

- Assisted with day-to-day administrative tasks, including managing office supplies, maintaining filing systems, and organizing workspaces
- Scheduled appointments and managed staff calendars
- Prepared various communications including memos, emails, reports, and other correspondence
- Organized and scheduled meetings, prepared agendas and materials as needed. Also provided support during meetings, including note-taking
- Assisted with basic accounting tasks, including managing accounts, tracking expenses, and performing bookkeeping duties such as preparing invoices and processing payments

**Teaching and Research Assistant, University of Ghana Sept 2018 – Aug. 2019**

- Summarized 2-hour lecture notes to suit 30-45 min tutorial and moderated tutorial classes
- Participated in national field research undertaken by the Department sponsored by Konrad Adenauer Stiftung (KAS) to appraise sitting Members of Parliament (MPs)
- Assisted in gathering, organizing, and analyzing qualitative and quantitative data from various sources, such as academic journals, surveys, and databases

## EDUCATION

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**Master of Arts, Political Science** Jan. 2024 till Date  
Memorial University of Newfoundland

**Master of Arts, Communications** Aug. 2019 - July 2021  
University of Ghana, Legon  
*Thesis: How the Western Media Report on Africa: An Analysis of BBC Online and CNN Online Coverage of Africa*

## CERTIFICATES/PROJECTS/AWARDS

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| • Canadian Red Cross – Emergency First Aid & CPR Certificate          | 2024 |
| • President, Accra Girls Old Students Association, 2014 Year Group    | 2024 |
| • President, 2g Choreography, Royalhouse Chapel                       | 2023 |
| • 3 <sup>rd</sup> Runner-up Queen Esther Wisdom & Intellectual Parade | 2020 |
| • Head Usher, Royalhouse Chapel Students and Associates, Ghana        | 2017 |
| • Participated in the Life Link Tertiary Model United Nations         | 2017 |
| • Academic Recognition - Top 10/110 Business Students-AGISS           | 2013 |
| • Best Graduating Student - John Harvard Junior High School           | 2011 |

## REFEREES

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Abdul Hamid Sawang  
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